

## REMARKS

Corey relates to a video retrieval system. Corey, at col. 11, line 39 et seq. describes the retrieval system as an active or interactive inquiry retrieval of previously stored video satisfying the query. There is no suggestion of a prior stored profile query, or a text based report of subsequent in time geographically diverse broadcasts (e.g. claims 21 and 28). Further, the present invention contemplates and claims a non-active (in the fullest sense of that term) prospective customer, wherein the profile is tailored to the prospective customer and is stored by one other than the prospective customer, and the prospective customer is automatically notified of the report at a time subsequent to the profile storage relating to a subsequent in time broadcast source (claim 37).

The January 12, 2006 office action, at p. 2, states that "The targeting of a prospective customer is met where does (sic) the user wishes to view/select a program of the list which was generated, if so the user is obviously a customer, being targeted by the generated list/results". Respectfully, this rejection rationale is strained and speculative. The statement does, however, confirm that the user/customer actively or interactively views/selects a program from previous in time generated video. In contradistinction; there is no non-active customer or non-active prospective customer as claimed in claim 37. Instead, one other than the user inputs a prospective customer profile for future comparison with subsequent in time broadcast sources, and the non-active (in the fullest sense of that term) prospective customer is automatically contacted, out of the blue. This

out of the blue. This is the methodology for converting a non-active prospective customer to an active customer. Corey and Hullinger are unrelated.

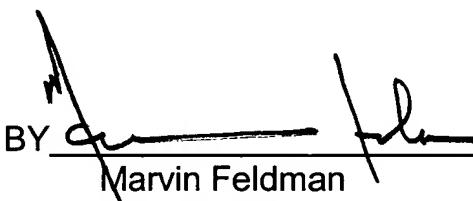
Hullinger analyzes television broadcasts for "assessment of competitors' [prior existing] local news broadcasts". Hullinger is unrelated to stored inquiries for subsequent broadcasts and/or to prospective customers.

Corey and Hullinger, on analysis, variously teach away from the presently claimed invention.

An early allowance is respectively solicited.

Respectfully submitted,

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